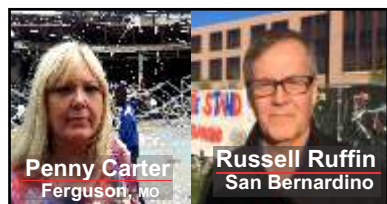


Are You Prepared for Breaking News?



What Do You Do If YOU Are the Story?

This could be the most valuable training experience of your career



On the ground where News is being made

Instructors **Russell Ruffin** and **Penny Carter** - Award Winning TV News Veterans who authored two books on Media Relations, have traveled the country from **Dallas** to **Ferguson** to **San Bernardino** for some of the nation's major Breaking News events to determine what can be learned to help avoid and manage a news media crisis.

LIVE On-Camera Coaching with Simulated News Events

If you would like a digital video of your on-camera performances, please bring a USB Thump Drive (at least 2 GB)

While this is an Advanced class, it is designed so that those with limited experience can benefit by following along in our workbook and proceeding at their own level. Take home our free exclusive Media Relations Guide.

You Will Come Away with Skills to:

- Get Ahead of a Crisis Quickly
- Keep the Media Message On Track
- Become More Proactive and Less Reactive
- Handle Ambush Interviews and Investigative Reporters
- Write More Effective News Releases
- Create & Distribute Your Own Sound Bites & Interviews
- Use the Social Media to Your Advantage

LESSONS LEARNED FROM REAL WORLD EVENTS



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